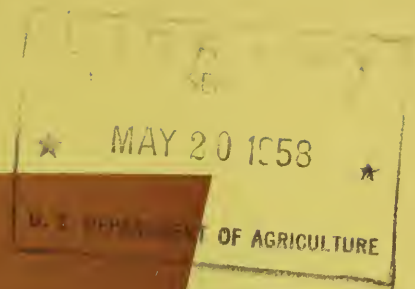


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# Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

## July 1957



HPD - 46

**September 1957**

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

## PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.



HOUSEHOLD PURCHASES OF FLUID MILK,  
NONFAT DRY MILK, BUTTER,  
AND MARGARINE, JULY 1957

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

FLUID MILK 1/

Total: U. S. household consumers purchased almost 1,200 million quarts of fluid milk (whole and skim) during July 1957, down fractionally from June 1957 but up 64 million quarts, or about 6 percent from July 1956. Eighty-six percent of all families bought fluid milk in July 1957, the highest percentage shown in these studies to date. 2/ This percentage was up  $4\frac{1}{2}$  percentage points from July 1954 and about 2 points higher than in July 1956.

During April-July 1957, monthly purchases averaged 7.33 quarts per person, nearly 4 percent higher than in the comparable period a year earlier and about 6 percent higher than in April-July 1954. 3/

Fluid whole milk: Household purchases of fluid whole milk were estimated at 1,127 million quarts during July 1957. 4/ This was a gain of 60 million quarts or 6 percent from a year earlier and 124 million quarts or 12 percent from July 1954.

Monthly purchases of fluid whole milk in July 1957 were down seasonally about 36 million quarts from April. Nevertheless, purchases of whole milk in half-gallon containers were about 18 million quarts greater in July than in April--an increase from 423 to 441 million. Purchases in gallon and quart containers declined 5 million and 50 million quarts, respectively. Compared with July 1956 and 1954, purchases of whole milk in half-gallon units this July were up 29 and 116 percent, respectively. In contrast, purchases of whole milk in single-quarts were down 7 percent from July a year earlier and 19 percent from July 1954. The relatively small volume purchased in gallon units in July 1957 increased by nearly 6 percent compared with a year earlier and was up about 45 percent from 3 years ago.

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1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

3/ Per capita purchases are based on total U. S. civilian, non-institutional population.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

The trend toward increased buying of whole milk in half-gallon units is illustrated by the percentage these purchases are of total purchases. In July 1954, purchases of whole milk in half-gallon containers represented about 20 percent of total purchases, 2 years later 32 percent; and during July 1957 slightly more than 39 percent. Purchases of whole milk in quart containers declined from 74 percent of total purchases in July 1954, to 61 percent in July 1956 and to 54 percent in July 1957.

The average price paid by consumers for fluid whole milk was 23 cents per quart equivalent, up one-half cent from July 1956. Whole milk purchased in single-quart units was priced at 24.4 cents, nearly one cent higher than a year earlier. Prices paid for whole milk in half-gallon containers, at 21.8 cents per quart equivalent, were up one-half cent, while gallon units, priced at 18.6 cents, were up fractionally from the July 1956 level.

Fluid skim milk: About 21 percent of all families bought skim milk items during July 1957, the highest yet reported in this series. Skim milk purchases for home use in July 1957 were estimated at slightly less than 70 million quarts, up more than 6 percent from July 1956 and 26 percent higher than 3 years earlier. <sup>5/</sup> Per capita purchases of skim milk were 0.42 quarts, up fractionally from the preceding month and from a year earlier.

Purchases of skim milk items have not followed the buying pattern set by whole milk with the attendant sharp gains in purchases in half-gallon units. Purchases of skim items in single-quarts in July 1957 were up about 3 percent from June, while both half-gallon and gallon purchases were down. During July 1957, purchases of skim milk in single-quarts accounted for about 77 percent of the total purchase volume, unchanged from a year earlier. Buying of skim items in half-gallon containers was responsible for most of the remaining volume.

Householders paid 18.7 cents per quart equivalent for fluid skim items in July 1957, up fractionally from the same month in 1957 and three years earlier. Compared with July 1956, prices paid for skim in single-quarts remained unchanged at 19.5 cents, while purchases made in half-gallon units at 17.0 cents were up nearly one cent, and those in gallon units at 10.2 cents were down by the same amount.

#### NONFAT DRY MILK

In July 1957, households bought about 11.9 million pounds of nonfat dry milk, seasonally down about 10 percent from April. The seasonal declines for the April-July purchase period in 1955 and 1954 were about 10 and 14 percent, respectively.

The purchase volume this July was about 2 percent less than in July 1955 but was 24 percent greater than 3 years ago. The quantity of nonfat dry milk

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<sup>5/</sup> Fluid skim includes skim, fortified skim, buttermilk, and flavored milk drinks.



bought in July 1957 on a per capita basis--slightly under one-tenth of a pound--was down about 6 percent from 2 years earlier.

Householders paid 41.6 cents per pound for nonfat dry milk in July 1957 compared with 39.7 cents in July 1955 and 36.4 cents in July 1954. The July average price equals the previous high for this series set in June 1957.

#### BUTTER

U. S. householders bought about 61 million pounds of butter during July 1957, approximately the same as a year earlier but nearly 10 percent higher than the 1953-56 average for the month. In 3 of the past 4 years both total and per capita purchases of butter reached the seasonal low in July.

During the April-July 1957 period, total purchases of butter for home use were up about 2 percent while per capita purchases were virtually the same as a year earlier.

In July 1957, householders paid an average of 70 cents per pound for butter, 1.5 cents higher than a year earlier and slightly more than one cent above the 1953-56 average for the month. Consumers buying butter made about  $2\frac{1}{2}$  purchases during the month, the same as in July 1956. The average size of purchase was up fractionally from a year earlier.

#### MARGARINE

U. S. household consumers bought almost 90 million pounds of margarine during July 1957, nearly 6 million pounds or 7 percent more than in July 1955. The purchase volume was the largest reported for the month in this series, exceeding the 1953-55 July average by 10 percent. The average price paid for margarine was 1.4 cents per pound higher in July 1957 than 2 years earlier. Per capita purchases--about 0.54 pounds--were up more than 3 percent from the July 1955 rate.

Both the frequency and average size of margarine purchases were up fractionally in July 1957 compared with July 1955.

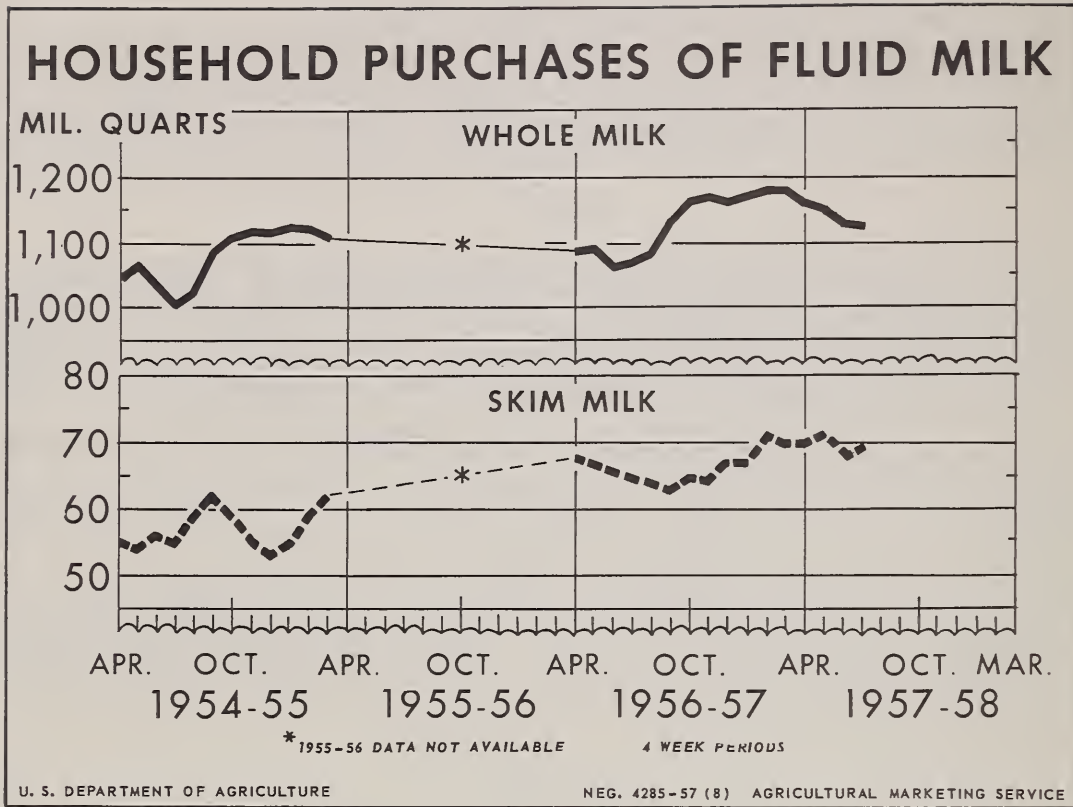


Figure 1

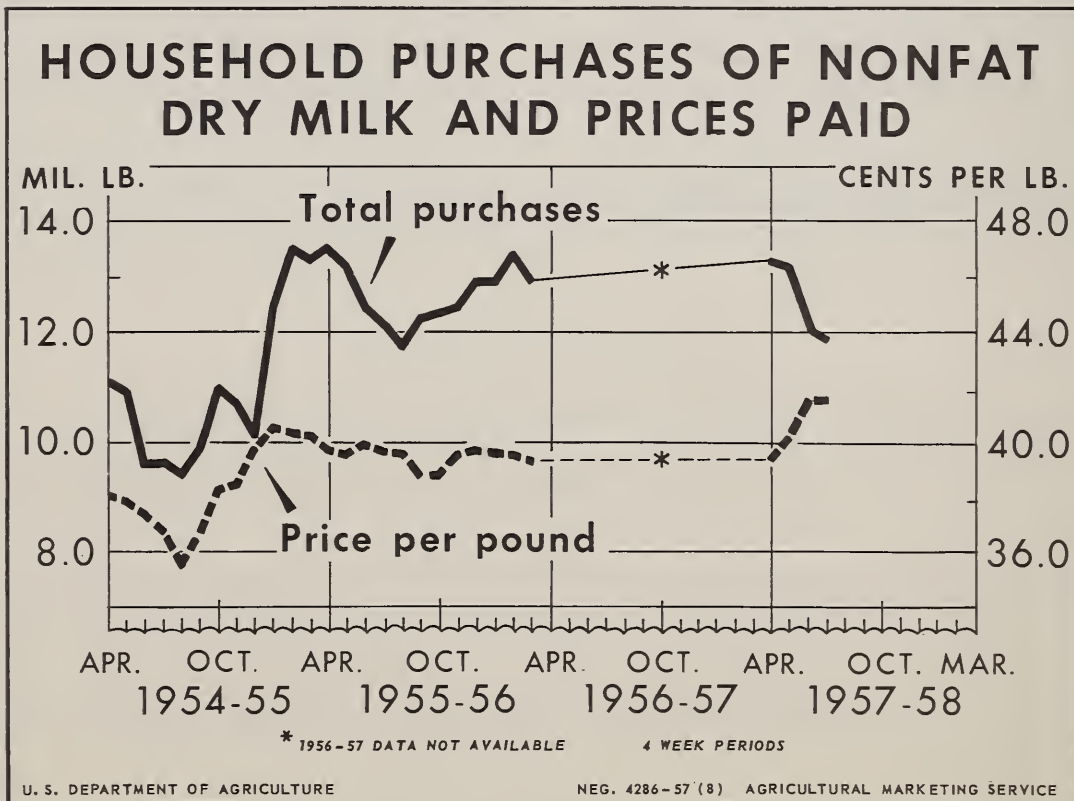


Figure 2



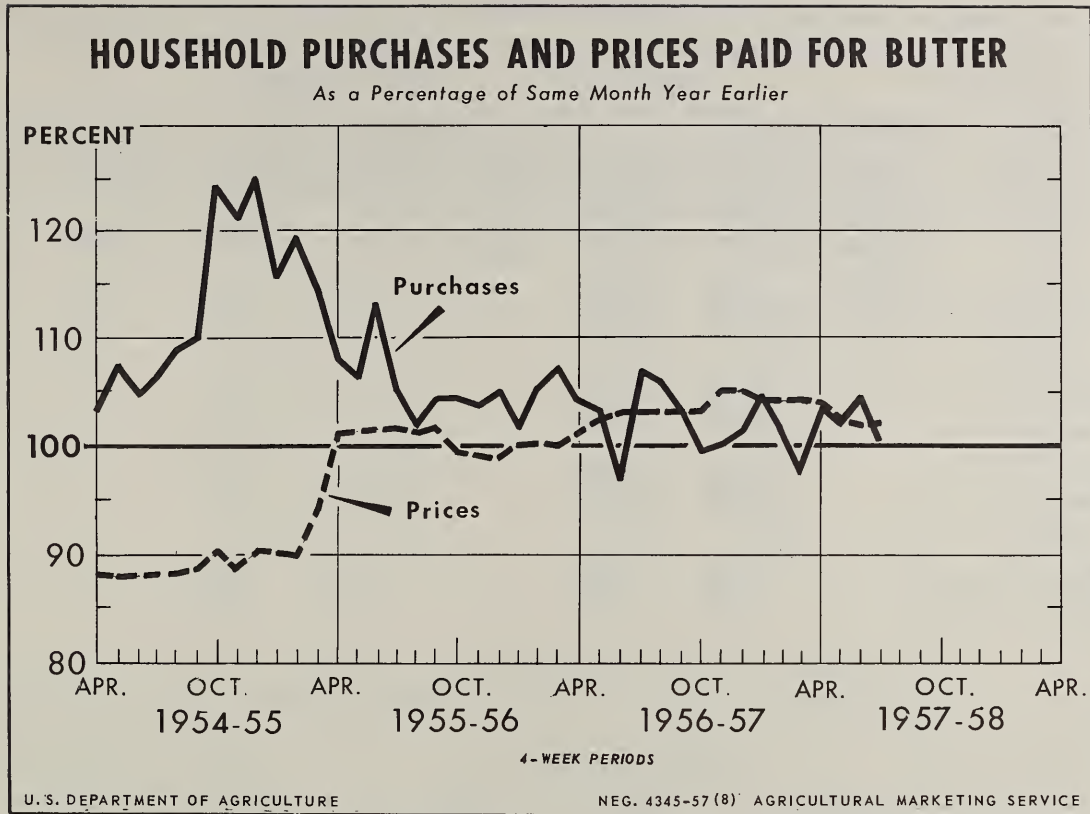


Figure 3

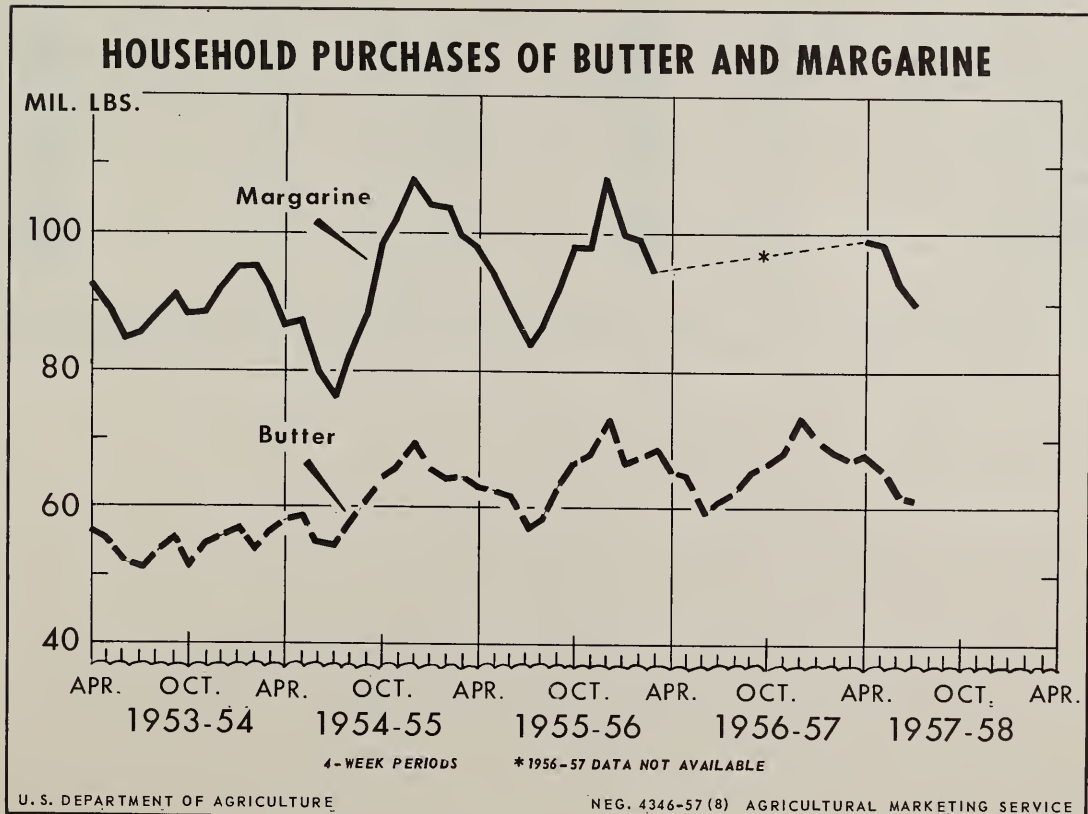


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

| Period         | Quantity purchased          |                 |                 |                                  |         |         |                      |         |         |
|----------------|-----------------------------|-----------------|-----------------|----------------------------------|---------|---------|----------------------|---------|---------|
|                | Total                       |                 |                 | Per 1,000 population             |         |         | Average per purchase |         |         |
|                | 1957-58                     | 1955-56         | 1954-55         | 1957-58                          | 1955-56 | 1954-55 | 1957-58              | 1955-56 | 1954-55 |
|                | 1,000<br>pounds             | 1,000<br>pounds | 1,000<br>pounds | Pounds                           | Pounds  | Pounds  | Ounces               | Ounces  | Ounces  |
| April.....     | 13,261                      | 13,500          | 11,080          | 80.2                             | 83.6    | 70.2    | 23.8                 | 19.5    | 21.1    |
| May.....       | 13,192                      | 13,180          | 10,880          | 79.8                             | 81.6    | 68.9    | 24.8                 | 19.9    | 21.1    |
| June.....      | 12,048                      | 12,420          | 9,560           | 72.9                             | 76.9    | 60.5    | 23.0                 | 20.4    | 22.6    |
| July.....      | 11,890                      | 12,140          | 9,560           | 71.7                             | 75.8    | 60.1    | 22.9                 | 20.5    | 23.5    |
| August.....    |                             | 11,720          | 9,410           |                                  | 73.1    | 59.1    |                      | 20.0    | 22.6    |
| September..... |                             | 12,230          | 9,910           |                                  | 76.3    | 62.3    |                      | 20.8    | 22.0    |
| October.....   |                             | 12,330          | 10,860          |                                  | 76.5    | 67.7    |                      | 21.3    | 20.6    |
| November.....  |                             | 12,420          | 10,660          |                                  | 77.0    | 66.5    |                      | 21.5    | 20.3    |
| December.....  |                             | 12,880          | 10,110          |                                  | 79.9    | 63.1    |                      | 21.5    | 19.9    |
| January.....   |                             | 12,910          | 12,360          |                                  | 80.0    | 77.1    |                      | 21.1    | 18.9    |
| February.....  |                             | 13,350          | 13,510          |                                  | 82.7    | 84.2    |                      | 21.5    | 18.8    |
| March.....     |                             | 13,090          | 13,280          |                                  | 81.2    | 82.8    |                      | 21.8    | 18.6    |
|                | Average price paid          |                 |                 |                                  |         |         |                      |         |         |
|                | Per pound for all purchases |                 |                 | Per actual 1-pound unit purchase |         |         |                      |         |         |
|                | 1957-58                     | 1955-56         | 1954-55         | 1957-58                          | 1955-56 | 1954-55 |                      |         |         |
|                | Cents                       | Cents           | Cents           | Cents                            | Cents   | Cents   |                      |         |         |
| April.....     | 39.3                        | 39.7            | 38.1            | 36.4                             | 35.4    | 36.7    |                      |         |         |
| May.....       | 40.1                        | 39.5            | 37.8            | 37.3                             | 35.4    | 36.1    |                      |         |         |
| June.....      | 41.6                        | 39.9            | 37.3            | 38.6                             | 35.8    | 35.4    |                      |         |         |
| July.....      | 41.6                        | 39.7            | 36.4            | 38.3                             | 35.8    | 34.8    |                      |         |         |
| August.....    |                             | 39.6            | 35.5            |                                  | 35.9    | 33.7    |                      |         |         |
| September..... |                             | 38.7            | 36.7            |                                  | 34.9    | 34.1    |                      |         |         |
| October.....   |                             | 38.7            | 38.3            |                                  | 35.4    | 35.0    |                      |         |         |
| November.....  |                             | 39.5            | 38.5            |                                  | 36.1    | 35.9    |                      |         |         |
| December.....  |                             | 39.7            | 39.7            |                                  | 36.6    | 35.6    |                      |         |         |
| January.....   |                             | 39.6            | 40.5            |                                  | 36.2    | 36.1    |                      |         |         |
| February.....  |                             | 39.5            | 40.3            |                                  | 36.3    | 35.8    |                      |         |         |
| March.....     |                             | 39.3            | 40.2            |                                  | 35.9    | 35.8    |                      |         |         |

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

| Period         | Any fluid milk |         |         | Fluid whole milk |         |         | Fluid skim milk |         |         |
|----------------|----------------|---------|---------|------------------|---------|---------|-----------------|---------|---------|
|                | 1957-58        | 1956-57 | 1954-55 | 1957-58          | 1956-57 | 1954-55 | 1957-58         | 1956-57 | 1954-55 |
|                | Percent        | Percent | Percent | Percent          | Percent | Percent | Percent         | Percent | Percent |
| April.....     | 84.4           | 81.8    | 82.6    | 82.9             | 79.8    | 81.0    | 19.9            | 19.4    | 18.7    |
| May.....       | 84.3           | 82.8    | 80.9    | 82.8             | 80.9    | 79.5    | 20.0            | 19.2    | 18.0    |
| June.....      | 85.3           | 82.0    | 81.6    | 83.7             | 80.4    | 80.1    | 20.5            | 20.0    | 19.4    |
| July.....      | 85.6           | 83.5    | 81.1    | 84.1             | 82.0    | 79.8    | 20.9            | 20.5    | 19.3    |
| August.....    |                | 83.6    | 81.9    |                  | 82.6    | 80.5    |                 | 20.7    | 19.8    |
| September..... |                | 83.2    | 81.4    |                  | 82.4    | 80.0    |                 | 19.6    | 19.2    |
| October.....   |                | 83.6    | 82.9    |                  | 82.2    | 81.4    |                 | 18.6    | 17.9    |
| November.....  |                | 83.9    | 82.7    |                  | 83.1    | 81.3    |                 | 18.8    | 18.2    |
| December.....  |                | 84.3    | 82.6    |                  | 82.6    | 81.1    |                 | 19.0    | 16.7    |
| January.....   |                | 84.0    | 81.8    |                  | 81.6    | 80.2    |                 | 19.5    | 18.9    |
| February.....  |                | 83.3    | 83.2    |                  | 81.6    | 82.0    |                 | 20.4    | 18.7    |
| March.....     |                | 84.6    | 81.9    |                  | 83.0    | 80.3    |                 | 19.8    | 19.6    |

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

| Period         | Total   |         |         | Fluid whole milk |         |         | Fluid skim milk |         |         |
|----------------|---------|---------|---------|------------------|---------|---------|-----------------|---------|---------|
|                | 1957-58 | 1956-57 | 1954-55 | 1957-58          | 1956-57 | 1954-55 | 1957-58         | 1956-57 | 1954-55 |
|                | Quarts  | Quarts  | Quarts  | Quarts           | Quarts  | Quarts  | Quarts          | Quarts  | Quarts  |
| April.....     | 7.46    | 7.11    | 6.97    | 7.04             | 6.69    | 6.62    | 0.42            | 0.42    | 0.35    |
| May.....       | 7.39    | 7.15    | 7.07    | 6.96             | 6.74    | 6.74    | .43             | .41     | .34     |
| June.....      | 7.25    | 6.96    | 6.90    | 6.84             | 6.55    | 6.54    | .41             | .41     | .35     |
| July.....      | 7.21    | 7.01    | 6.65    | 6.79             | 6.60    | 6.31    | .42             | .41     | .35     |
| August.....    |         | 7.10    | 6.79    |                  | 6.70    | 6.42    |                 | .40     | .37     |
| September..... |         | 7.39    | 7.19    |                  | 7.00    | 6.80    |                 | .39     | .39     |
| October.....   |         | 7.53    | 7.31    |                  | 7.13    | 6.94    |                 | .40     | .37     |
| November.....  |         | 7.56    | 7.31    |                  | 7.17    | 6.97    |                 | .39     | .34     |
| December.....  |         | 7.55    | 7.31    |                  | 7.14    | 6.98    |                 | .41     | .33     |
| January.....   |         | 7.55    | 7.35    |                  | 7.14    | 7.01    |                 | .41     | .34     |
| February.....  |         | 7.59    | 7.36    |                  | 7.16    | 6.99    |                 | .43     | .37     |
| March.....     |         | 7.61    | 7.34    |                  | 7.18    | 6.96    |                 | .43     | .38     |

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

| Period         | Fluid whole milk   |                   |                   |   |         |         |
|----------------|--------------------|-------------------|-------------------|---|---------|---------|
|                | Quantity purchased |                   |                   | Average price paid per quart equivalent |         |         |
|                | 1957-58            | 1956-57           | 1954-55           | 1957-58                                 | 1956-57 | 1954-55 |
|                | Million<br>quarts  | Million<br>quarts | Million<br>quarts | Cents                                   | Cents   | Cents   |
| April.....     | 1,163              | 1,086             | 1,046             | 23.0                                    | 22.2    | 21.9    |
| May.....       | 1,150              | 1,093             | 1,064             | 22.9                                    | 22.3    | 21.6    |
| June.....      | 1,130              | 1,064             | 1,034             | 22.8                                    | 22.4    | 21.6    |
| July.....      | 1,127              | 1,067             | 1,003             | 23.0                                    | 22.5    | 21.8    |
| August.....    |                    | 1,083             | 1,021             |   | 22.7    | 22.0    |
| September..... |                    | 1,131             | 1,082             |   | 22.8    | 22.2    |
| October.....   |                    | 1,163             | 1,112             |   | 23.0    | 22.3    |
| November.....  |                    | 1,170             | 1,117             |   | 23.1    | 22.4    |
| December.....  |                    | 1,164             | 1,119             |   | 23.2    | 22.4    |
| January.....   |                    | 1,173             | 1,125             |   | 23.3    | 22.3    |
| February.....  |                    | 1,176             | 1,121             |   | 23.3    | 22.3    |
| March.....     |                    | 1,180             | 1,116             |   | 23.2    | 22.1    |
|                | Fluid skim milk    |                   |                   |   |         |         |
|                | Million<br>quarts  | Million<br>quarts | Million<br>quarts | Cents                                   | Cents   | Cents   |
|                |                    |                   |                   |   |         |         |
|                |                    |                   |                   |   |         |         |
| April.....     | 70.0               | 68.2              | 54.7              | 19.0                                    | 18.5    | 18.8    |
| May.....       | 71.0               | 67.3              | 53.6              | 19.1                                    | 18.6    | 18.5    |
| June.....      | 68.6               | 65.9              | 55.7              | 18.9                                    | 18.5    | 18.4    |
| July.....      | 69.6               | 65.4              | 55.3              | 18.7                                    | 18.6    | 18.6    |
| August.....    |                    | 64.0              | 59.2              |   | 18.8    | 18.7    |
| September..... |                    | 63.4              | 61.7              |   | 18.9    | 19.2    |
| October.....   |                    | 64.9              | 58.7              |   | 19.1    | 19.0    |
| November.....  |                    | 63.7              | 55.0              |   | 19.3    | 18.9    |
| December.....  |                    | 66.6              | 53.0              |   | 19.4    | 18.8    |
| January.....   |                    | 66.9              | 54.6              |   | 19.4    | 18.8    |
| February.....  |                    | 71.2              | 58.7              |   | 19.3    | 18.6    |
| March.....     |                    | 70.5              | 61.6              |   | 19.4    | 18.5    |



Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

| Period                                     | Quantity purchased 1/ |                |                |                |                |                |                |                |                |
|--|-----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|  | Quart                 |                |                | Half-gallon    |                |                | Gallon         |                |                |
|  | 1957-58               | 1956-57        | 1954-55        | 1957-58        | 1956-57        | 1954-55        | 1957-58        | 1956-57        | 1954-55        |
|  | Million quarts        | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| April.....                                 | 656                   | 691            | 787            | 423            | 321            | 202            | 82.9           | 72.4           | 57.3           |
| May.....                                   | 648                   | 690            | 793            | 420            | 330            | 208            | 80.3           | 72.4           | 62.1           |
| June.....                                  | 624                   | 663            | 772            | 423            | 329            | 200            | 80.2           | 71.2           | 60.7           |
| July.....                                  | 606                   | 651            | 745            | 441            | 341            | 204            | 77.7           | 73.6           | 53.7           |
| August.....                                |                       | 653            | 759            |                | 356            | 208            |                | 73.4           | 54.0           |
| September.....                             |                       | 674            | 801            |                | 379            | 219            |                | 77.3           | 61.3           |
| October.....                               |                       | 687            | 816            |                | 394            | 230            |                | 81.4           | 66.2           |
| November.....                              |                       | 683            | 811            |                | 405            | 242            |                | 81.8           | 62.3           |
| December.....                              |                       | 678            | 803            |                | 403            | 247            |                | 82.7           | 66.3           |
| January.....                               |                       | 681            | 800            |                | 412            | 254            |                | 79.0           | 69.2           |
| February.....                              |                       | 675            | 790            |                | 418            | 256            |                | 81.6           | 74.4           |
| March.....                                 |                       | 671            | 783            |                | 426            | 260            |                | 82.8           | 70.9           |
| Average price paid per quart equivalent 2/ |                       |                |                |                |                |                |                |                |                |
|  | Quart                 |                |                | Half-gallon    |                |                | Gallon         |                |                |
|  | 1957-58               | 1956-57        | 1954-55        | 1957-58        | 1956-57        | 1954-55        | 1957-58        | 1956-57        | 1954-55        |
|  | Cents                 | Cents          | Cents          | Cents          | Cents          | Cents          | Cents          | Cents          | Cents          |
| April.....                                 | 24.4                  | 23.2           | 22.7           | 21.8           | 20.9           | 20.4           | 18.6           | 18.1           | 17.5           |
| May.....                                   | 24.3                  | 23.3           | 22.4           | 21.7           | 21.2           | 19.9           | 18.4           | 18.5           | 17.0           |
| June.....                                  | 24.3                  | 23.3           | 22.5           | 21.6           | 21.3           | 19.5           | 18.2           | 18.2           | 16.6           |
| July.....                                  | 24.4                  | 23.5           | 22.7           | 21.8           | 21.3           | 19.7           | 18.6           | 18.3           | 16.8           |
| August.....                                |                       | 23.7           | 22.8           |                | 21.6           | 20.1           |                | 18.5           | 17.2           |
| September.....                             |                       | 23.9           | 23.1           |                | 21.7           | 20.4           |                | 18.6           | 17.2           |
| October.....                               |                       | 24.2           | 23.2           |                | 21.9           | 20.6           |                | 18.5           | 17.6           |
| November.....                              |                       | 24.4           | 23.2           |                | 22.0           | 20.7           |                | 18.5           | 17.8           |
| December.....                              |                       | 24.5           | 23.3           |                | 22.1           | 20.5           |                | 18.6           | 18.2           |
| January.....                               |                       | 24.5           | 23.2           |                | 22.2           | 20.5           |                | 19.0           | 17.9           |
| February.....                              |                       | 24.5           | 23.3           |                | 22.1           | 20.5           |                | 18.8           | 17.9           |
| March.....                                 |                       | 24.5           | 23.1           |                | 22.0           | 20.3           |                | 18.6           | 17.7           |

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 0.7 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

| Period                                     | Quantity purchased 1/ |                   |                   |                   |                   |                   |                   |                   |                   |
|--|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
|  | Quart                 |                   |                   | Half-gallon       |                   |                   | Gallon            |                   |                   |
|  | 1957-58               | 1956-57           | 1954-55           | 1957-58           | 1956-57           | 1954-55           | 1957-58           | 1956-57           | 1954-55           |
|  | Million<br>quarts     | Million<br>quarts | Million<br>quarts | Million<br>quarts | Million<br>quarts | Million<br>quarts | Million<br>quarts | Million<br>quarts | Million<br>quarts |
| April.....                                 | 54.2                  | 53.4              | 47.9              | 13.5              | 11.9              | 4.0               | 2.1               | 2.7               | 2.7               |
| May.....                                   | 53.9                  | 51.9              | 47.2              | 15.3              | 13.0              | 3.8               | 1.7               | 2.3               | 2.4               |
| June.....                                  | 51.9                  | 50.7              | 48.7              | 13.5              | 12.7              | 5.4               | 3.0               | 2.4               | 1.5               |
| July.....                                  | 53.4                  | 50.2              | 48.5              | 13.3              | 12.9              | 4.4               | 2.7               | 2.2               | 2.3               |
| August.....                                |                       | 49.9              | 50.6              |                   | 11.9              | 5.5               |                   | 2.1               | 3.0               |
| September.....                             |                       | 48.3              | 53.3              |                   | 13.5              | 5.4               |                   | 1.6               | 2.8               |
| October.....                               |                       | 49.2              | 51.4              |                   | 13.6              | 4.8               |                   | 2.1               | 2.2               |
| November.....                              |                       | 48.8              | 48.9              |                   | 13.4              | 4.4               |                   | 1.5               | 1.7               |
| December.....                              |                       | 50.4              | 46.4              |                   | 14.0              | 4.7               |                   | 2.1               | 1.7               |
| January.....                               |                       | 49.8              | 46.0              |                   | 15.2              | 6.5               |                   | 1.8               | 2.0               |
| February.....                              |                       | 53.9              | 50.2              |                   | 15.0              | 6.4               |                   | 2.3               | 1.9               |
| March.....                                 |                       | 55.1              | 52.4              |                   | 13.5              | 7.3               |                   | 1.8               | 1.7               |
| Average price paid per quart equivalent 2/ |                       |                   |                   |                   |                   |                   |                   |                   |                   |
|  | Quart                 |                   |                   | Half-gallon       |                   |                   | Gallon            |                   |                   |
|  | 1957-58               | 1956-57           | 1954-55           | 1957-58           | 1956-57           | 1954-55           | 1957-58           | 1956-57           | 1954-55           |
|  | Cents                 | Cents             | Cents             | Cents             | Cents             | Cents             | Cents             | Cents             | Cents             |
| April.....                                 | 19.8                  | 19.2              | 19.4              | 17.3              | 16.5              | 15.7              | 10.6              | 11.3              | 11.9              |
| May.....                                   | 19.9                  | 19.3              | 19.0              | 17.3              | 16.6              | 15.7              | 10.1              | 11.6              | 10.3              |
| June.....                                  | 19.8                  | 19.3              | 18.9              | 17.2              | 16.5              | 15.7              | 10.4              | 10.5              | 10.4              |
| July.....                                  | 19.5                  | 19.5              | 19.3              | 17.0              | 16.1              | 16.1              | 10.2              | 11.1              | 9.2               |
| August.....                                |                       | 19.5              | 19.4              |                   | 16.8              | 16.6              |                   | 12.1              | 9.5               |
| September.....                             |                       | 19.9              | 20.1              |                   | 16.5              | 15.4              |                   | 10.2              | 9.4               |
| October.....                               |                       | 20.0              | 19.5              |                   | 17.0              | 17.2              |                   | 11.0              | 12.4              |
| November.....                              |                       | 20.0              | 19.4              |                   | 17.3              | 15.8              |                   | 12.9              | 10.7              |
| December.....                              |                       | 20.1              | 19.2              |                   | 17.8              | 17.1              |                   | 13.4              | 10.8              |
| January.....                               |                       | 20.0              | 19.3              |                   | 17.9              | 16.7              |                   | 12.9              | 12.6              |
| February.....                              |                       | 20.0              | 19.1              |                   | 17.9              | 16.6              |                   | 12.5              | 10.5              |
| March.....                                 |                       | 20.1              | 19.1              |                   | 17.7              | 15.9              |                   | 11.4              | 12.5              |

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.1 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7 .--Butter: Household purchases and average price per pound, U. S., 4-week periods

| Period         | Quantity purchased                |                   |                   |                   |                   |                                    |         |         |         |         |
|----------------|-----------------------------------|-------------------|-------------------|-------------------|-------------------|------------------------------------|---------|---------|---------|---------|
|                | Total                             |                   |                   |                   |                   | Per 1,000 population in households |         |         |         |         |
|                | 1957-58                           | 1956-57           | 1955-56           | 1954-55           | 1953-54           | 1957-58                            | 1956-57 | 1955-56 | 1954-55 | 1953-54 |
|                | Million<br>pounds                 | Million<br>pounds | Million<br>pounds | Million<br>pounds | Million<br>pounds | Pounds                             | Pounds  | Pounds  | Pounds  | Pounds  |
| April.....     | 67.3                              | 65.1              | 62.7              | 58.0              | 56.2              | 407                                | 401     | 388     | 367     | 369     |
| May.....       | 65.4                              | 64.2              | 62.2              | 58.5              | 54.7              | 396                                | 396     | 385     | 371     | 359     |
| June.....      | 61.9                              | 59.3              | 61.3              | 54.5              | 51.9              | 374                                | 366     | 380     | 345     | 340     |
| July.....      | 61.1                              | 61.0              | 57.0              | 54.2              | 50.9              | 368                                | 377     | 356     | 341     | 332     |
| August.....    |                                   | 62.2              | 58.7              | 57.9              | 53.3              |                                    | 385     | 366     | 364     | 348     |
| September..... |                                   | 65.2              | 63.1              | 60.4              | 55.1              |                                    | 404     | 394     | 379     | 360     |
| October.....   |                                   | 65.8              | 66.0              | 63.2              | 51.0              |                                    | 403     | 409     | 394     | 331     |
| November.....  |                                   | 68.1              | 68.0              | 65.7              | 54.4              |                                    | 418     | 422     | 410     | 353     |
| December.....  |                                   | 73.0              | 72.4              | 69.2              | 55.5              |                                    | 448     | 449     | 432     | 361     |
| January.....   |                                   | 69.2              | 66.2              | 65.3              | 56.6              |                                    | 421     | 411     | 407     | 367     |
| February.....  |                                   | 67.9              | 67.2              | 63.8              | 53.4              |                                    | 413     | 417     | 398     | 346     |
| March.....     |                                   | 66.5              | 68.3              | 64.0              | 56.3              |                                    | 405     | 423     | 399     | 365     |
|                |                                   |                   |                   |                   |                   |                                    |         |         |         |         |
|                | Percentage of all families buying |                   |                   |                   |                   | Average price paid per pound       |         |         |         |         |
|                | 1957-58                           | 1956-57           | 1955-56           | 1954-55           | 1953-54           | 1957-58                            | 1956-57 | 1955-56 | 1954-55 | 1953-54 |
|                | Percent                           | Percent           | Percent           | Percent           | Percent           | Cents                              | Cents   | Cents   | Cents   | Cents   |
| April.....     | 45.8                              | 45.3              | 45.1              | 44.0              | 44.7              | 70.2                               | 67.7    | 67.2    | 66.6    | 75.4    |
| May.....       | 45.5                              | 45.6              | 45.2              | 42.8              | 43.5              | 70.0                               | 68.4    | 66.7    | 66.0    | 75.0    |
| June.....      | 45.0                              | 44.4              | 44.6              | 41.4              | 42.7              | 69.6                               | 68.4    | 66.5    | 65.7    | 74.5    |
| July.....      | 44.4                              | 45.5              | 44.0              | 42.2              | 43.3              | 70.0                               | 68.5    | 66.7    | 65.8    | 74.5    |
| August.....    |                                   | 46.0              | 45.1              | 43.3              | 44.2              |                                    | 68.5    | 66.7    | 66.0    | 74.7    |
| September..... |                                   | 46.6              | 46.1              | 43.1              | 45.9              |                                    | 69.2    | 67.4    | 66.4    | 74.9    |
| October.....   |                                   | 46.3              | 46.3              | 45.4              | 43.7              |                                    | 69.8    | 67.7    | 68.1    | 75.3    |
| November.....  |                                   | 47.6              | 47.6              | 46.2              | 44.8              |                                    | 70.9    | 67.6    | 68.2    | 76.6    |
| December.....  |                                   | 48.8              | 49.0              | 48.5              | 44.4              |                                    | 71.1    | 67.8    | 68.6    | 76.0    |
| January.....   |                                   | 46.4              | 46.9              | 45.5              | 42.8              |                                    | 70.8    | 68.0    | 68.2    | 75.6    |
| February.....  |                                   | 46.1              | 46.5              | 45.6              | 42.2              |                                    | 70.6    | 67.8    | 67.7    | 75.2    |
| March.....     |                                   | 45.2              | 47.2              | 45.4              | 44.1              |                                    | 70.4    | 67.5    | 67.6    | 72.2    |

(continued)

Table 7 ---Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

| Period         | Per buying family |         |         |         |         |                       |         |         |         |         |
|----------------|-------------------|---------|---------|---------|---------|-----------------------|---------|---------|---------|---------|
|                | Purchases         |         |         |         |         | Quantity per purchase |         |         |         |         |
|                | 1957-58           | 1956-57 | 1955-56 | 1954-55 | 1953-54 | 1957-58               | 1956-57 | 1955-56 | 1954-55 | 1953-54 |
|                | Number            | Number  | Number  | Number  | Number  | Pounds                | Pounds  | Pounds  | Pounds  | Pounds  |
| April.....     | 2.64              | 2.66    | 2.64    | 2.74    | 2.71    | 1.11                  | 1.11    | 1.09    | 1.09    | 1.06    |
| May.....       | 2.57              | 2.63    | 2.60    | 2.80    | 2.75    | 1.12                  | 1.10    | 1.10    | 1.10    | 1.04    |
| June.....      | 2.46              | 2.51    | 2.60    | 2.72    | 2.64    | 1.12                  | 1.09    | 1.09    | 1.09    | 1.04    |
| July.....      | 2.47              | 2.47    | 2.45    | 2.65    | 2.58    | 1.11                  | 1.10    | 1.09    | 1.09    | 1.04    |
| August.....    |                   | 2.52    | 2.50    | 2.81    | 2.67    |                       | 1.10    | 1.08    | 1.08    | 1.03    |
| September..... |                   | 2.62    | 2.58    | 2.86    | 2.69    |                       | 1.09    | 1.09    | 1.09    | 1.03    |
| October.....   |                   | 2.62    | 2.68    | 2.84    | 2.59    |                       | 1.10    | 1.10    | 1.09    | 1.02    |
| November.....  |                   | 2.61    | 2.66    | 2.88    | 2.65    |                       | 1.11    | 1.11    | 1.09    | 1.04    |
| December.....  |                   | 2.71    | 2.70    | 2.66    | 2.68    |                       | 1.12    | 1.13    | 1.11    | 1.05    |
| January.....   |                   | 2.70    | 2.65    | 2.73    | 2.90    |                       | 1.11    | 1.10    | 1.09    | 1.04    |
| February.....  |                   | 2.66    | 2.70    | 2.65    | 2.73    |                       | 1.11    | 1.10    | 1.10    | 1.04    |
| March.....     |                   | 2.68    | 2.68    | 2.67    | 2.75    |                       | 1.11    | 1.11    | 1.09    | 1.04    |

Table 8 ---Margarine: Household purchases and average price per pound, U. S., 4-week periods

| Period         | Quantity purchased |                |                |                |                                    |         |         |         |
|----------------|--------------------|----------------|----------------|----------------|------------------------------------|---------|---------|---------|
|                | Total              |                |                |                | Per 1,000 population in households |         |         |         |
|                | 1957-58            | 1955-56        | 1954-55        | 1953-54        | 1957-58                            | 1955-56 | 1954-55 | 1953-54 |
|                | Million pounds     | Million pounds | Million pounds | Million pounds | Pounds                             | Pounds  | Pounds  | Pounds  |
| April.....     | 99.0               | 97.5           | 86.3           | 92.1           | 599                                | 604     | 546     | 605     |
| May.....       | 98.6               | 93.8           | 87.1           | 89.1           | 597                                | 581     | 551     | 584     |
| June.....      | 92.9               | 89.1           | 79.9           | 84.5           | 562                                | 551     | 506     | 554     |
| July.....      | 89.7               | 83.6           | 76.2           | 85.5           | 541                                | 522     | 479     | 558     |
| August.....    |                    | 86.6           | 82.7           | 88.0           |                                    | 540     | 520     | 574     |
| September..... |                    | 91.5           | 87.8           | 91.1           |                                    | 571     | 552     | 595     |
| October.....   |                    | 97.8           | 98.7           | 88.2           |                                    | 606     | 616     | 573     |
| November.....  |                    | 97.8           | 101.8          | 88.5           |                                    | 607     | 635     | 575     |
| December.....  |                    | 107.3          | 107.4          | 91.8           |                                    | 666     | 670     | 597     |
| January.....   |                    | 99.8           | 103.9          | 94.6           |                                    | 619     | 648     | 614     |
| February.....  |                    | 99.2           | 103.4          | 94.7           |                                    | 615     | 645     | 600     |
| March.....     |                    | 94.3           | 99.4           | 91.7           |                                    | 585     | 620     | 581     |

(continued)



Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods (continued)

| Period            | Percentage of all families buying |         |         |         | Average price paid per pound |         |         |         |
|-------------------|-----------------------------------|---------|---------|---------|------------------------------|---------|---------|---------|
|                   | 1957-58                           | 1955-56 | 1954-55 | 1953-54 | 1957-58                      | 1955-56 | 1954-55 | 1953-54 |
|                   | Percent                           | Percent | Percent | Percent | Cents                        | Cents   | Cents   | Cents   |
| April.....        | 59.3                              | 60.3    | 56.4    | 58.6    | 26.9                         | 25.3    | 26.2    | 26.2    |
| May.....          | 60.3                              | 59.5    | 56.4    | 57.7    | 26.5                         | 24.7    | 26.4    | 26.5    |
| June.....         | 58.6                              | 57.3    | 54.7    | 56.9    | 26.1                         | 24.7    | 26.7    | 26.0    |
| July.....         | 55.8                              | 55.9    | 53.5    | 57.7    | 26.2                         | 24.8    | 26.9    | 26.0    |
| August.....       |                                   | 57.1    | 55.7    | 58.7    |                              | 25.0    | 26.8    | 26.1    |
| September.....    |                                   | 58.0    | 58.0    | 59.9    |                              | 25.1    | 26.8    | 25.8    |
| October.....      |                                   | 59.2    | 62.4    | 58.9    |                              | 24.7    | 26.2    | 25.4    |
| November.....     |                                   | 60.6    | 63.4    | 60.0    |                              | 24.7    | 25.5    | 26.0    |
| December.....     |                                   | 63.4    | 63.7    | 60.0    |                              | 24.6    | 25.7    | 26.7    |
| January.....      |                                   | 59.9    | 63.2    | 58.7    |                              | 24.4    | 25.7    | 26.7    |
| February.....     |                                   | 60.0    | 63.3    | 60.7    |                              | 24.3    | 25.7    | 25.8    |
| March.....        |                                   | 59.4    | 61.6    | 59.8    |                              | 24.6    | 25.5    | 25.9    |
| Per buying family |                                   |         |         |         |                              |         |         |         |
|                   | Purchases                         |         |         |         | Quantity per purchase        |         |         |         |
|                   | 1957-58                           | 1955-56 | 1954-55 | 1953-54 | 1957-58                      | 1955-56 | 1954-55 | 1953-54 |
|                   | Number                            | Number  | Number  | Number  | Pounds                       | Pounds  | Pounds  | Pounds  |
| April.....        | 2.18                              | 2.19    | 2.38    | 2.47    | 1.53                         | 1.52    | 1.45    | 1.43    |
| May.....          | 2.11                              | 2.11    | 2.39    | 2.45    | 1.55                         | 1.54    | 1.44    | 1.42    |
| June.....         | 2.04                              | 2.08    | 2.25    | 2.35    | 1.55                         | 1.54    | 1.45    | 1.43    |
| July.....         | 2.06                              | 2.04    | 2.23    | 2.31    | 1.55                         | 1.52    | 1.43    | 1.46    |
| August.....       |                                   | 2.08    | 2.31    | 2.36    |                              | 1.51    | 1.44    | 1.45    |
| September.....    |                                   | 2.16    | 2.36    | 2.40    |                              | 1.51    | 1.43    | 1.43    |
| October.....      |                                   | 2.21    | 2.39    | 2.24    |                              | 1.54    | 1.46    | 1.49    |
| November.....     |                                   | 2.15    | 2.41    | 2.24    |                              | 1.55    | 1.48    | 1.46    |
| December.....     |                                   | 2.20    | 2.29    | 2.37    |                              | 1.59    | 1.53    | 1.47    |
| January.....      |                                   | 2.18    | 2.29    | 2.46    |                              | 1.57    | 1.48    | 1.46    |
| February.....     |                                   | 2.15    | 2.25    | 2.37    |                              | 1.58    | 1.51    | 1.45    |
| March.....        |                                   | 2.10    | 2.24    | 2.37    |                              | 1.55    | 1.50    | 1.43    |

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